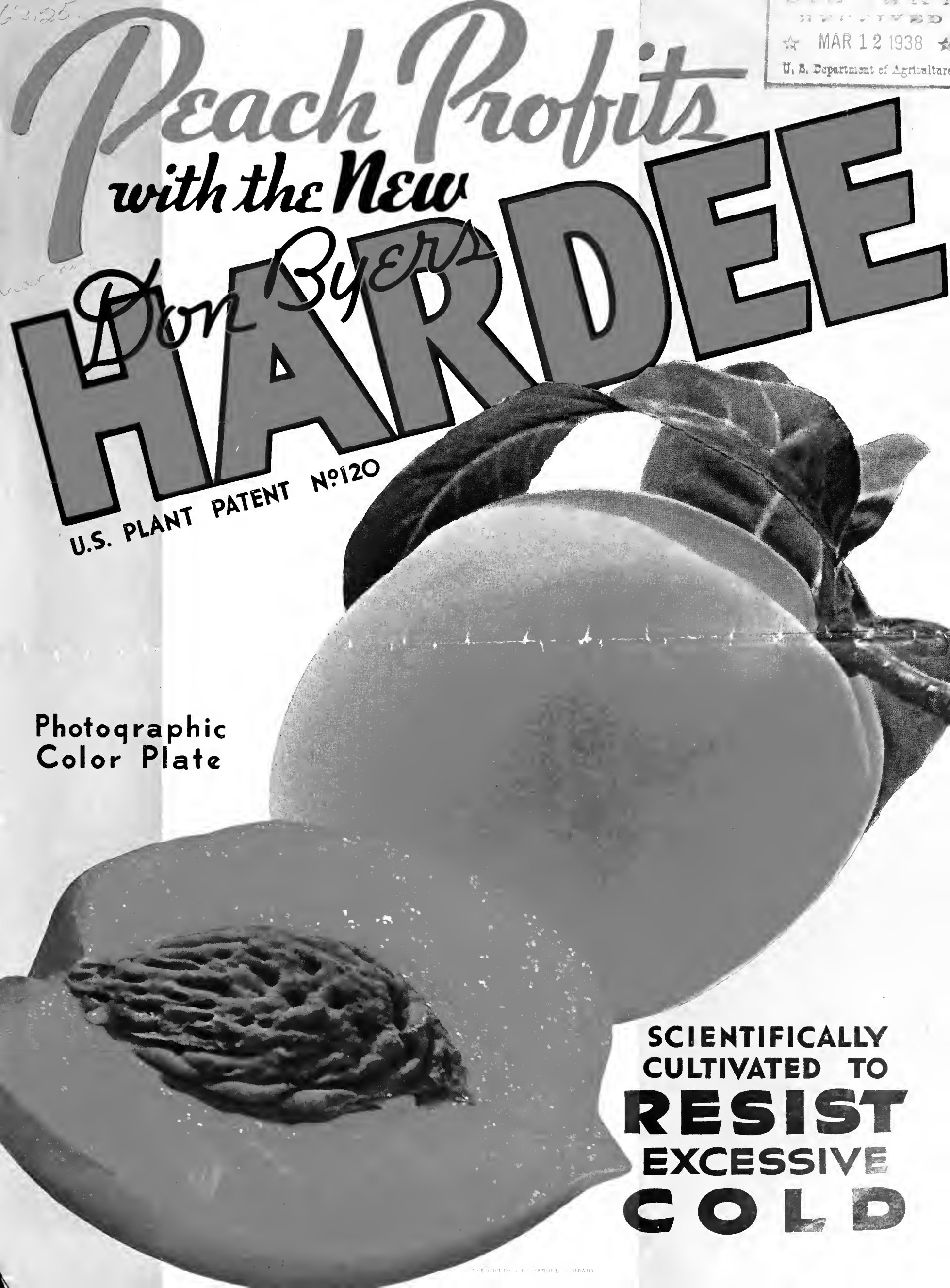


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Peach Profits
with the New
Don Byers
HARDEE
U.S. PLANT PATENT No 120

REGISTERED
★ MAR 12 1938 ★
U. S. Department of Agriculture

Photographic
Color Plate

SCIENTIFICALLY
CULTIVATED TO
RESIST
EXCESSIVE
COLD

END WINTER KILLING with HARDEE

HARDEE TREE HAS BUMPER CROP AFTER 1934's LONG 18° BELOW ZERO

Scientists Hail HARDEE as the Most Important Peach Discovery in Past 25 Years

HORTICULTURISTS from all sections of the country have joined the enthusiastic group of scientists who hail the Hardee as the most important peach discovery in the past twenty-five years. To date, the United States Government patent office has granted but one hundred and twenty plant patents since the patent law was revised to provide for this field of discovery. Only six of these patents have been granted on peaches. Not one of these six patented varieties, except Hardee, claims distinction for cold resisting qualities.

The increasing severity of winters in the peach growing states has brought alarm to thousands of growers. Section after section reports that popular, old varieties are failing to bear after sub-zero cold spells experienced

the previous winter. Witness the great crop failure in Michigan, Ohio and New York States in 1933-34.

Hardee has been recognized by the United States Government as possessing extraordinary cold resisting qualities. For this characteristic, an exclusive and priceless quality, the Patent Office granted Plant Patent No. 120. Only six peach patents have been granted and only **one** (Hardee) for cold resisting properties.

Growers from many sections saw the Hardee at Wooster and endorsed it enthusiastically. The Ohio State Agricultural Experiment Station authorities regard it as one of the finest and most hardy peaches ever tested at the station.

WINTER OF 1933-34 KILLED OR INJURED 70% OF NEW YORK'S PEACH TREES

The winter of 1933-34 was also the most severe in many years in the great peach state of New York. The U. S. Government Department of Agriculture, Bulletin, en-

titled "Statistics of the Peach Industry 1934" in table 7, page 4, shows that 70 per cent of all trees of bearing age were killed or injured by excessive cold. The price paid growers for peaches in the autumn of 1934 tells the rest of the story. Every grower knows it. A bad year, trees dead with cold, **no** fruit and **high** prices. **Hardee is the answer to this problem.** Scientifically cultivated to resist cold, this sturdy variety has proved it produces bumper crops where other varieties freeze.

The country has been waiting for HARDEE, widespread interest is shown as letters pour in from more than forty states.

OHIO AGRICULTURAL EXPERIMENT STATION
C. G. WILLIAMS, DIRECTOR
DEPARTMENT OF HORTICULTURE
WOOSTER, OHIO

French Nursery,
Clyde, Ohio
July 26, 1934

Gentlemen:

I feel impelled to write you at this time because the Hardee peach which you sent us in 1927 for testing is easily the outstanding varieties.

Last winter, as you know, was exceptionally cold; a temperature of 18 degrees below zero was reached here. As a result of the cold our Elberta crop is a total failure. Certain varieties, such as Carman, which long have been ranked near the top when evaluating the hardiness of peach varieties are bearing only a light crop. It is a pleasure to inform you that your Hardee variety has withstood the cold of last winter and our 2 trees of it are bearing a full crop this year. In fact, we have considered it advisable to thin the peaches on these two trees. Fortunate indeed would be the grower this year with a crop of peaches such as we have on our Hardee trees.

Our Orchard Day is to be held on the third Friday in August. I hope to feature the hardiness of peach varieties at that time. The evidence can be seen on the trees - no Elberta, a light crop of Carman, and a full crop of Hardee. In addition to the Hardee, five or six other varieties - new ones from the New Jersey Experiment Station - are the only ones bearing a good crop this year out of 83 varieties. In comparison with these other hardy varieties, which have their good points, I would think that your Hardee possesses by far the best commercial handling qualities.

I wish to urge you to propagate Hardee in larger quantity this year than has been your custom. I think you will agree with me that nurserymen should attempt to restrict the number of varieties that should be propagated. However, the behavior of Hardee this year is so remarkably outstanding that there should be a demand for the trees.

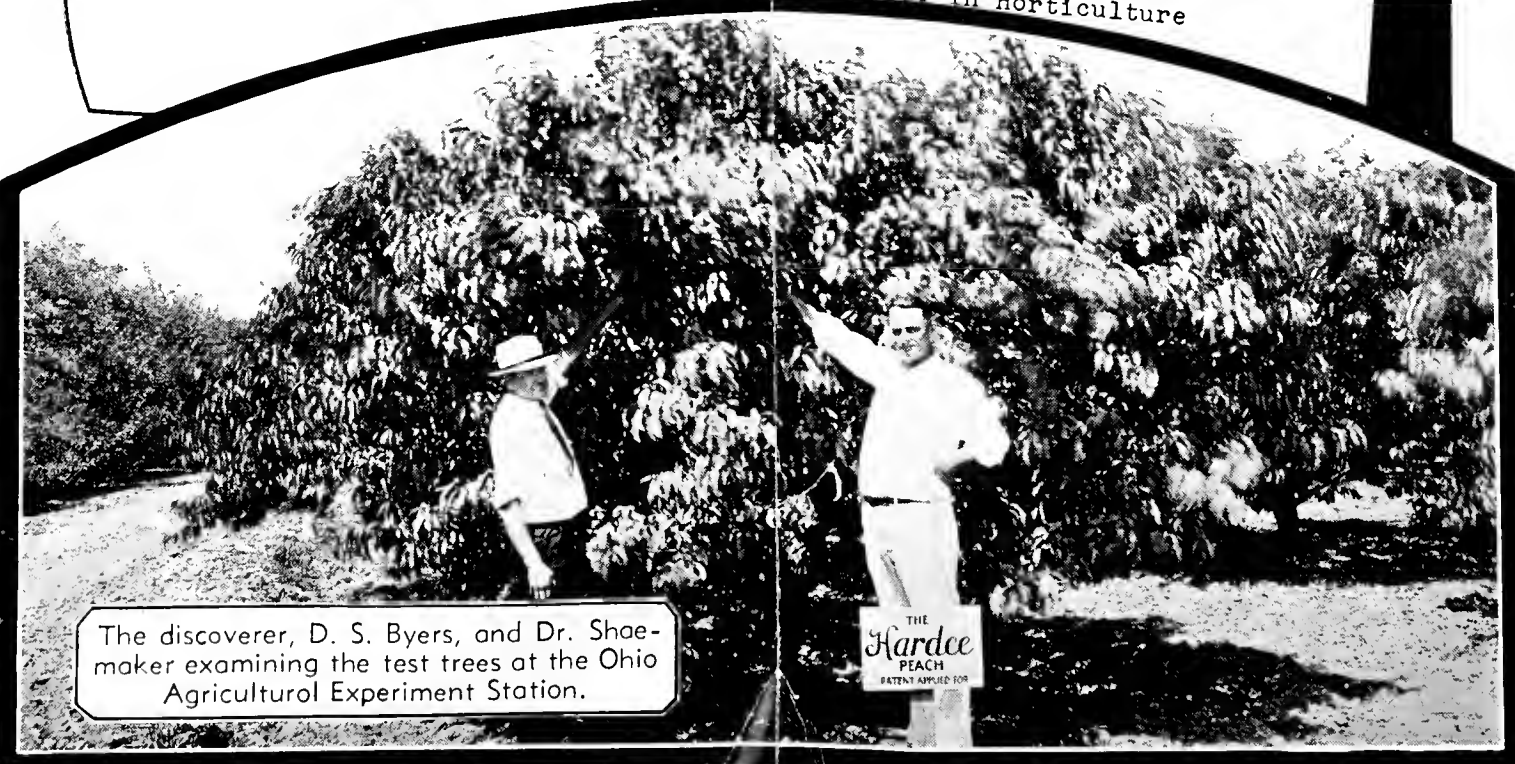
One of my reasons for writing you this early in the season is to encourage the propagation of Hardee. Later, if you so desire, I will write you again giving the results of our observations on the mature fruit. As I remember Hardee from previous crops it is an Elberta type of peach, ripening with Elberta and a little later, as long as Elberta but not so plump, characteristically pointed, and as well colored as Elberta. The tree habit and vigor of Hardee is good indeed.

Hardee is distinctly a new peach variety. It resembles Elberta in a number of characteristics, but it can readily be distinguished from Elberta and from the several hundred varieties that have been tested over a period of years.

Should Hardee behave elsewhere as it has in our tests this year it will be a real acquisition to our list of peach varieties.

Yours very truly,
J. S. Shoemaker
Assoc. in Horticulture

JSS:EM



The discoverer, D. S. Byers, and Dr. Shoemaker examining the test trees at the Ohio Agricultural Experiment Station.

U.S. GOVERNMENT GRANTS HARDEE PEACH PATENT FOR PROTECTION

PLANT Patent No. 120 was granted to the owner of the Hardee peach, Donald S. Byers, of Clyde, Ohio, on January 15, 1935. The sixth peach patent granted since the patent laws were revised. Hardee was awarded this U. S. Government protection to safeguard its owner from infringements and to reward his scientific effort.

The Hardee is an Elberta type with all that famous type's many advantages in addition to the hardiness to resist excessive

cold. Not only is the peach a "sure-cropper" after severe winters, it is also an excellent shipper. Thick-skinned, beautifully colored and with firm flesh, it has extraordinary commercial characteristics. A vigorous grower and sturdy, the Hardee is intermediate between J. H. Hale and Elberta in habit. These extra characteristics are all in addition to the fact that **IT PRODUCES PEACHES AND LOTS OF THEM WHEN ALL OTHER TREES FAIL.**

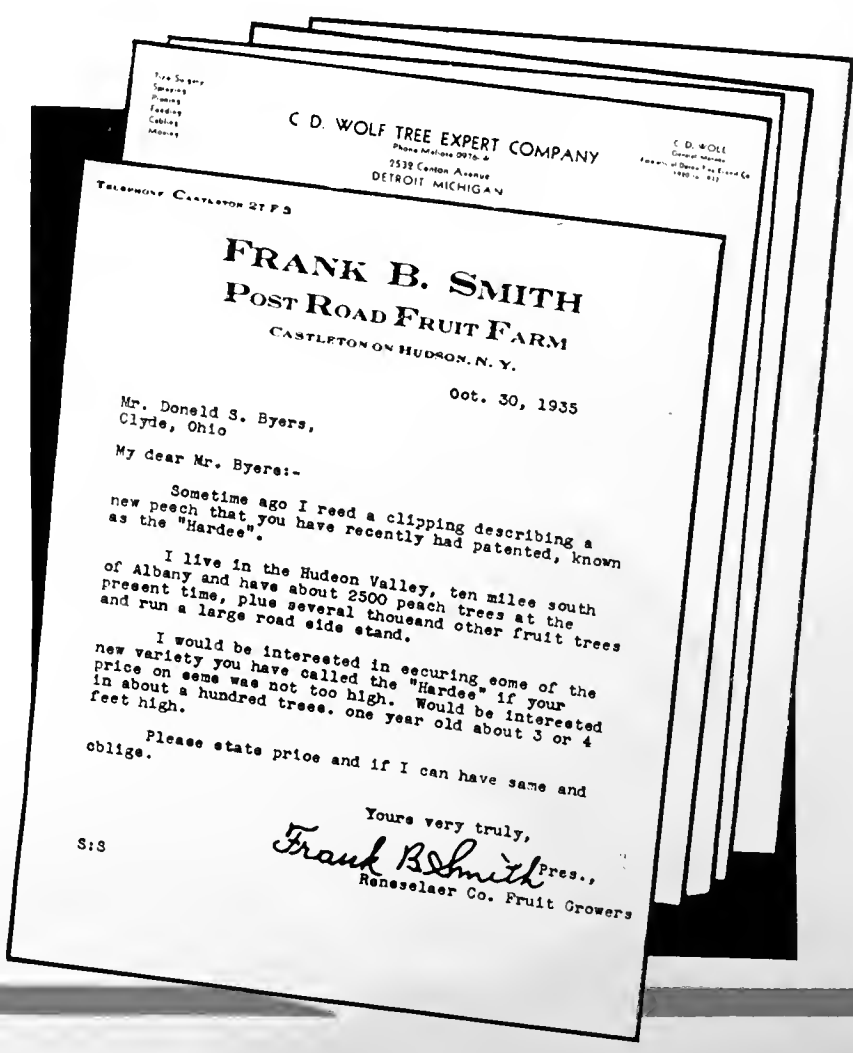
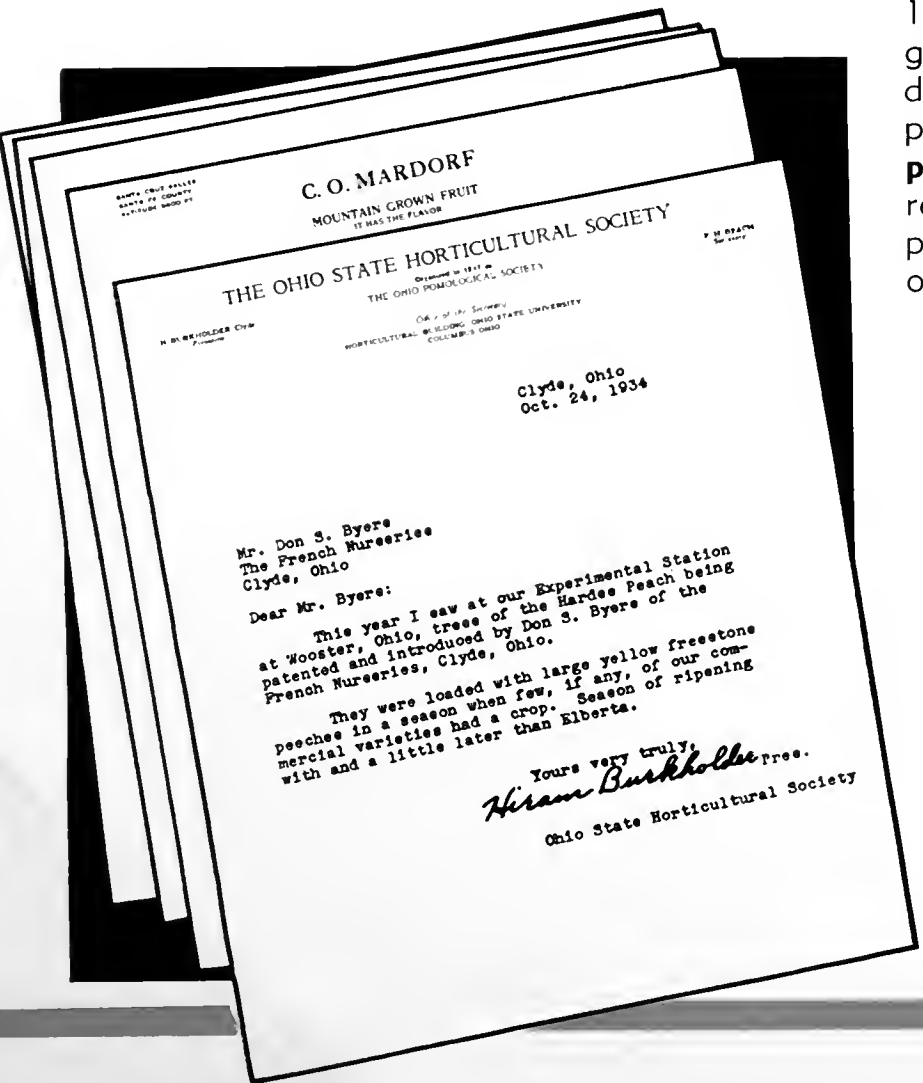
U. S. GOVERNMENT DEPARTMENT FINDS PEACH PRICES DOUBLE AFTER BAD WINTER-KILLINGS!

The United States Government Department of Agriculture Bulletin on average peach prices during the 1933-34 season shows that in the large and important peach producing areas such as New York State, winter-killings boost the grower's price. The natural scarcity after these frequent killing cold winters sends the price of peaches up to double their worth in normal years. According to "Statistics of the Peach Industry"

table 16, page 24, the farm price of peaches per bushel in New York State in 1933 was \$1.10 per bushel and in 1934 it was \$2.15 per bushel. **Protect yourself against loss by this increasingly frequent hazard, cold.** Make sure you get your share of the profits every year by ordering the cold-resisting Hardee peach tree. **It will make profits for you when common sorts fail and when prices are highest.**

SCIENTIFICALLY DEVELOPED TO RESIST COLD Hardee Tree Boosts Growers Peach Profits

The picture at left is a genuine photograph of the Hardee taken in the autumn of 1934, following the most disastrous winter peach growers can remember in the Middle West. Official temperatures recorded at the Ohio Agricultural Experiment Station at Wooster, Ohio, in the winter of 1933-34 showed record low readings of 18 degrees below zero. Note the beautifully full-shaped trees, heavy with fruit. Picture taken at Wooster, Ohio, Summer 1934. The inventor and discoverer, Don S. Byers, and Dr. Shoemaker, head of the stone fruits division of the Ohio Agricultural Experiment Station are shown by the famous test trees at Wooster, Ohio.



The story of Don Byers HARDEE



Mr. D. S. Byers

In the summer of 1925 Donald Byers was traveling in the fruit belt of northern Ohio. While passing along the northernmost section of this area, Byers encountered a farmer and fruit grower, who told him of a seedling tree growing on his property which he called a "sure crapper." Byers, who had been developing new peach varieties for many years and who was always on the lookout for particularly hardy types, was interested in the farmer's story of his peach tree. The horticulturist's interest rose when he learned the tree was growing on a piece of land close to the cold, wind-swept shore of Lake Erie. Byers returned to the farm several times during the course of that season to watch the tree bear. The appearance of a remarkably fine type of fruit together with the tree's heavy bearing characteristics prompted Byers to obtain several buds for the purpose of testing and observation. He proceeded to propagate the tree by means of the buds taken from the original tree. Two

of the trees asexually produced, as described, were sent to the Ohio Agricultural Experiment Station, at Wooster. Both trees were received there and planted in the experimental orchard. This was in the spring of 1927.

The trees went through their first real trial during the summer of 1930 when a memorable drought was experienced in this part of the country. Although the two trees were only three years old, they came through undamaged. Other older trees suffered during this dry spell. In 1932, when the trees were only five years old, the State records show they each yielded two and a half bushels. The fruit harvested is described in these records as being "large, to above large in size, and of fine quality."

Nothing unusual happened, or was observed, in connection with the Hardee trees until the winter of 1933-34, when temperatures in Ohio dropped to the phenomenal low of 18 degrees below zero. It was early



apparent that the standard and well-known varieties would bear lightly, if at all. Late in April both Hardee trees burst forth in full blossom. The bloom was large and very showy, resembling the bloom of Carmen. Only six of the 83 trees under test indicated they would come through with full crops.

Following the spring of 1934, came the most extraordinary drought experienced in this country for many years. Despite this failure of normal rainfall, Hardee survived the ordeal and developed in a normal manner. The tree growth was termed "good" during this abnormal period. By autumn the fruit was so thick on both trees that the men in charge of the station decided to thin it. This was done and when the fruit ripened early in September bumper crops were harvested.

Hardee is now being propagated by buds secured from the 2 famous test trees at Wooster, Ohio, to insure the same hardy strain. This propagation is being carried on under the personal direction of Dan S. Byers, its developer, at the French Nurseries at Clyde, Ohio. Mr. Byers is a third generation nurseryman, and a grandson of the late A. B. French—founder of The French Nurseries established in 1863. Because of the splendid soil and climatic conditions of this section of the Great Lakes area, Clyde, Ohio, and the French Nurseries have been long noted for the fine quality of peach trees grown and shipped. In this "garden spot" the peach trees develop a strong vigorous root system and a sturdy top growth. In all United States, there is no finer land for the production of strong healthy peach trees.



Mr. A. B. French

THINK of IT ! — GROWER !

In the crucial year this tree was tested by impartial scientists at Wooster, no less than 83 new varieties were subjected to the same extremes of temperature. In his letter of July 26, 1934, Dr. Shoemaker says: "Easily the outstanding sort this year in comparison with our large number of peach varieties. Your Hardee has withstood the cold of last winter which was 18 below zero and our 2 trees of it are bearing a full crop this year. In fact, we considered it advisable to thin the peaches on these 2 trees. Fortunate indeed would be the grower this year with a crop of peaches such as we have on our Hardee trees. In addition to the Hardee, 5 or 6 other varieties from the New Jersey Experiment Station, are the only ones bearing a good crop this year out of 83 varieties. In comparison with these other hardy varieties, which have their good points, I would think your HARDEE possesses by far the best commercial possibilities. Hardee is distinctly a new peach variety." Dr. Shoemaker's letter.



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HARDEE PEACH

Actual photograph of Hardee fruit. The fruit is described by the Ohio State authorities as being "large to above large. The fruit is slightly elongated and characteristically pointed. It is an Elberta type, ripening with Elberta and a little later. It is yellow, freestone, highly colored and with firm flesh of the best quality." Its thick skin makes it an excellent shipper. The flavor of the fruit is distinct and delicious. It has a very real peach flavor. The tree habit and vigor of growing is good indeed and may be classed as intermediate between Elberta and J. H. Hale.

PRESS OF NATION VERIFIES STORY of HARDEE TRIUMPH

The story of the granting of the patent by the United States Government to Donald S. Byers giving him 17 years of absolute protection on the Hardee, cold resisting peach, was carried by more than 500 newspapers and magazines throughout the country.



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